

# **PARKS ADVISORY COMMITTEE**

**March 13, 2009**

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## MINUTES

1. Call to Order – 8:30 am by Marilyn Wilkinson
2. OPPORTUNITY FOR MEMBERS OF THE PUBLIC TO SPEAK
  - None
3. COMMITTEE MEMBER COMMENTS ON ANY ITEM NOT ON TODAY'S AGENDA
  - Paul Davis – I just wanted to say that it was great to see that we got 234 acres in the Elfin Forest, Sage Hill, especially since we only paid for a very small portion of the purchase price. Also, our wine festival is coming up in June and I have flyers if anyone is interested.
  - Doug Goad – It looks like the beach marathon will not be happening, however there is talk about a possible grand prix race in downtown Encinitas which would be very exciting. I will keep you updated.
  - Marilyn Wilkinson – The Highlands Ranch development has defaulted and it will be going up for auction. I have very mixed feelings about this because the development was going to develop a very large amount of open space, but was also going to give about \$1.2 million in PLDO funds to the community.
4. APPROVAL OF FEBRUARY 13, 2009 MINUTES
  - Approval of February 13, 2009 Minutes  
MOTION TO APPROVE FEBRUARY 13, 2009 MINUTES – Paul Davis, 2<sup>nd</sup> Roger Utt  
ALL IN FAVOR – 7-0-0
5. DEPARTMENT REPORT – Mary Niez
  - Distributed February Monthly Accomplishments.
  - The great "Movies in the Park" series that you heard about all summer won an Achievement Award from CPRS District XII.
  - The kids at the Fallbrook Community Center completed their Walk Across America walking over 1,800 laps.
  - March events such as Spring wildflowers and Vallecito Days, were sent to you as one of our media updates. All of this information is public, so please feel free to share with others.
6. PLDO & CSA Fund Balance Report - Renee Bahl
  - Distributed updated PLDO and CSA Fund Balance reports.
  - We are making a concerted effort to get the CSA's to prepare their list of priorities and projects for the upcoming year.
7. DPR Budget – Renee Bahl
  - There are no new updates to report at this time.
  - On March 24, 2009 the County Chief Administrative Officer and County Chief Financial Officer will be presenting the overall county budget and we will then be able to start preparing our department budgets and have a better understanding of what we will be starting with.

8. DPR Volunteer Program – Cheryl Wegner

- I am the volunteer coordinator for the department.
- Distributed overview handout of all the volunteer guidelines and opportunities in the department.
- We have an average of about 350 volunteers that are in our database each month. This includes our live-in volunteers, trail patrols, docents, volunteers in history, community center program volunteers, and day and group volunteer work events.
- We've had over 2,000 volunteers this fiscal year so far and I am happy to say that about half of those volunteers have been youth. We work very closely with the local communities, schools and groups to try and get the youth involved at our parks to help them learn and appreciate the outdoors and nature.
- We have 90 live-in volunteers that have their own R.V. or trailer and they live in the park and work on everything in the park to assist the Park staff from conducting programs to park clean-up.
  - ♦ Paul Davis – Do these volunteers go through any kind of training?
- All of these volunteers go through a background check and attend regular trainings on everything from appropriate lifting techniques to information about the local flora and fauna.
  - ♦ Doug Goad – I was wondering if you have looked into doing something on the internet to allow volunteers to sign up and track their work.
- I have explored the possibility of using Google docs to be a way that volunteers could go in themselves and report volunteer hours and schedules to assist with ensuring we are getting all of the volunteer hours counted.

9. Marketing Initiatives – Cory Linder

- We are working on video clips that will play as commercials during breaks on the County Television Network (CTN).
- We are also working on a "Portrait of a Park" series that is a 30-minute program on a park or facility that will run on CTN. We will also be connecting these to YouTube.
- We are working with Purchasing and Contracting on vehicle advertising. These are the wraps that go around the vehicles that would be advertisements for our parks, programs and facilities.
- We have updated the Lakeside, Spring Valley and Fallbrook Community Center activity guide, and sent out marketing post cards to encourage residents to download our activity guides or receive them through gov delivery.
- We have an outreach coordinator who actively attends community events to promote the department and works with partners in the community.
- We are members of the San Diego Convention and Visitors Bureau, North County and East County Convention and Visitors Bureau, and the Chamber of Commerce, and our events and programs are featured in their newsletters.
- We are also branching out into the internet and social networks to try and reach this demographic.
- We are on Twitter, Facebook, MySpace, Meetup, and eblast (with over 13,000 people).
- We encourage everyone to sign up for Google News Alerts, which sends email updates anytime the keywords or phrases that you have selected show up in a news article, etc. You can choose these phrases yourself, so we have done it for us to alert anytime County of San Diego Parks and Recreation are in the news.
- GovDelivery is a new feature on our website that allows customers to receive new DPR items, and to customize what new information they would like to receive, such

as new activity guides, program guides, events, news, park openings or closures. We now have 500 subscribers.

- We have just uploaded an interactive map to our website using Google Maps, which allows web visitors to find each of our parks or facilities from Google maps and get connected to our web page. The Google Map information icon will give the user the location, aerial view or campground view and link to our website.
- We are also currently updating our DPR website with new pages for each of our parks and facilities. The new pages will have a consistent format and include more information, maps, and photos to give the user the best overall description of what we have to offer.

10. Adjournment at 9:15 am

ATTENDEES:

Mike McCoy, District 1

Marilyn Wilkinson, District 2

John Degenfelder, District 2

Doug Goad, District 3

Paul Davis, District 3

Roger Utt, District 4

Renée Bahl, County of San Diego Parks and Recreation

Mary Niez, County of San Diego Parks and Recreation

Sabrina Hicks, County of San Diego Parks and Recreation

Cory Linder, County of San Diego Parks and Recreation

Cheryl Wegner, County of San Diego Parks and Recreation

Gardner Grady, Public